

**In the Claims**

1. (Currently amended) A computer-implemented method of conducting electronic commerce transactions among participants in an E-marketplace, comprising the steps of:  
  
obtaining privacy-use information for each participant and inputting said information into a computer;  
  
comparing, using said computer, the privacy-use information for each participant to determine matches; and  
  
~~only allowing~~ using said computer, prohibiting any transactions ~~to occur~~ from occurring between participants ~~who~~ unless the participants have matching privacy-use information.
2. (Original) The method of claim 1, wherein said obtaining step comprises at least the step of requiring each participant in the E-marketplace to present to the E-marketplace their P3P policy.
3. (Original) The method of claim 1, wherein said obtaining step comprises at least the steps of:  
  
presenting each participant with questions that elicit their privacy-use information; and  
  
storing the elicited privacy-use information for use in said comparing step.
4. (Original) The method of claim 3, wherein said privacy-use information includes at least one of: use information pertaining to elicited email addresses; use information pertaining to

financial information; use of personal information; use of business information, and the delivery of advertising to the participant.

5. (Currently amended) A computer-implemented system for conducting electronic commerce transactions among participants in an E-marketplace, comprising:

computer means for obtaining privacy-use information for each participant;

computer means for comparing the privacy-use information for each participant to determine matches; and

computer means for ~~only allowing~~ prohibiting any transactions ~~to occur~~ from occurring between participants ~~who~~ unless the participants have matching privacy-use information.

6. (Original) The system of claim 5, wherein said means for obtaining comprises at least means for requiring each participant in the E-marketplace to present to the E-marketplace their P3P policy.

7. (Original) The system of claim 5, wherein said means for obtaining comprises at least: means for presenting each participant with questions that elicit their privacy-use information; and means for storing the elicited privacy-use information for use in said comparing step.

8. (Original) The system of claim 7, wherein said privacy-use information includes at least one of: use information pertaining to elicited email addresses; use of information pertaining

to financial information; use of personal information; use of business information, and the delivery of advertising to the participant.

9. (Currently amended) A computer-implemented computer program product recorded on computer-readable storage medium, for conducting electronic commerce transactions among participants in an E-marketplace, comprising:

computer-readable means for obtaining privacy-use information for each participant;

computer-readable means for comparing the privacy-use information for each participant to determine matches; and

computer-readable means for ~~only allowing~~ prohibiting any transactions ~~to occur from~~ occurring between participants ~~who~~ unless the participants have matching privacy-use information.

10. (Original) The computer program product of claim 9, wherein said computer-readable means for obtaining comprises at least computer-readable means for requiring each participant in the E-marketplace to present to the E-marketplace their P3P policy.

11. (Original) The computer program product of claim 9, wherein said computer-readable means for obtaining comprises at least:  
computer-readable means for presenting each participant with questions that elicit their privacy-use information; and

computer-readable means for storing the elicited privacy-use information for use in said comparing step.

12. (Original) The computer program product of claim 11, wherein said privacy-use information includes at least one of: use information pertaining to elicited email addresses; use of information pertaining to financial information; use of personal information; use of business information, and the delivery of advertising to the participant.